

IR ADVOCACY CRASH COURSE

CHEALSYE BOWLEY | SMIRC 2019
WORKSHOP KIT: bit.ly/smirc19iracc

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ADVOCATE FOR YOUR IR

ADVOCATE

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My advocacy background



- Amnesty International USA
- Scholarly Communication Librarian
- Community Manager, Ubiquity



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Identify Community Partners (5 minutes)

- Who are you currently working with?
- Who would you like to work with?
- Start thinking about:
 - What are the goals of these partners?

Who are your partners?

Graduate school

Journal Editors

Librarians

Who are your partners?

Success Center

Faculty

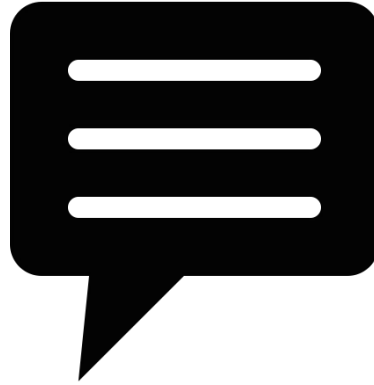
Repository Manager

Office of Research

Honors Director



Audience



Message



Frame

Messaging

- Proactive vs. Reactive Communications
- Positive Framing
- Avoid Open jargon
- Keep it simple!

Negative / Reaction

Paywalls are ...

Academic publishers are evil ...

The way you publish prevents

Positive

Do you want more readers and higher citation counts?

Using the IR enables you to ...

Open helps you achieve ...

*What does your IR and open access **do**?*

Your Goals (2 minutes)

- What is **your** goal for your IR?
- What does your IR enable for users / researchers?

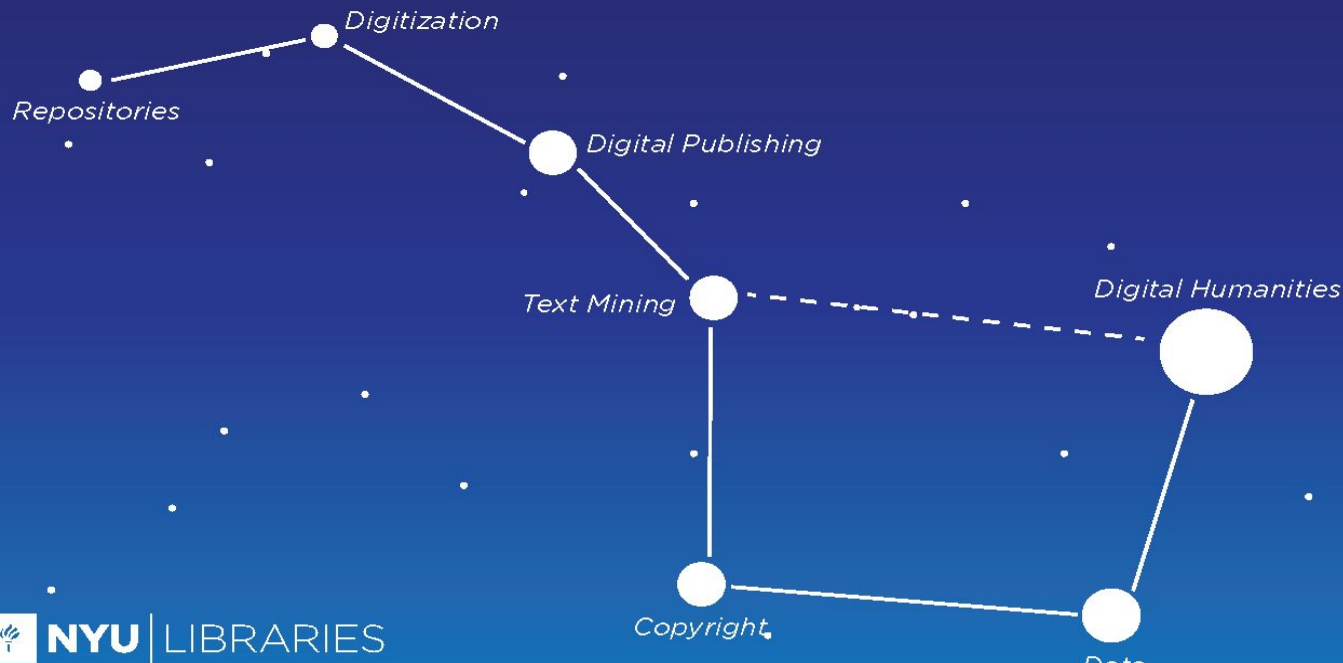
Audience (2 minutes)

- What influences your target audience?
- What are the lines of power in your community?

Examples of Open advocacy campaigns

Got a digital research project?

We'll help connect the dots.





RutgersUnivLibraries @RULibraries · 21 Sep 2016

The Libraries are working to promote Open and Affordable Textbooks at @RutgersU. Learn more: libraries.rutgers.edu/news/rutgers-u...
#textbookbroke

**Students have to work
28 hours to buy one
\$200 textbook.**



Figures from "Covering the Cost," report by Student PIROS, February 2016 (studentpiros.org/textbooks)

TOGETHER WE CAN MAKE A DIFFERENCE

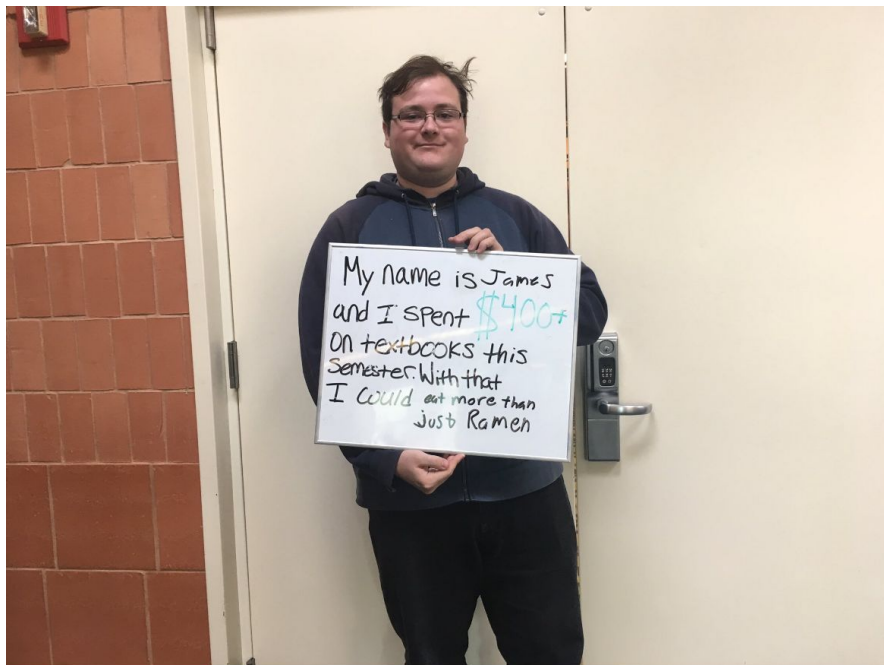
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Year: Junior

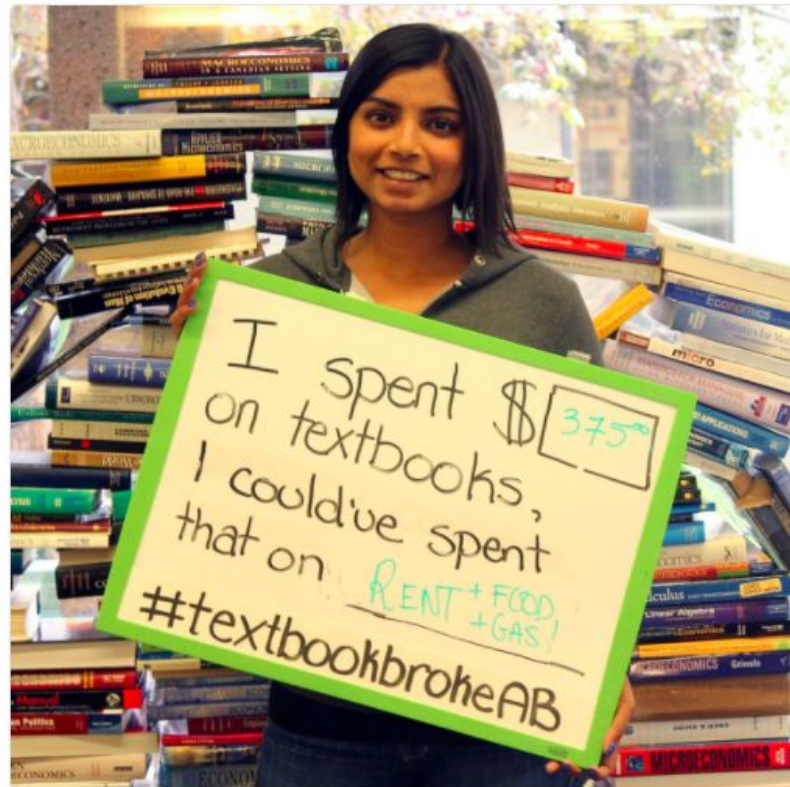


CCSU SGA @CCSUSGA · 6 Dec 2016
It's time to turn a page. #TextbookBROKE CCSU.text.com



SA Mount Royal U @SAMRUBuzz · 12 Sep 2016

Current mood: 🍀🍀🍀. Come talk to us on Main Street about your #textbookbroke woes!



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Over-the-counter cough medicines: new approaches

Awaiting moderation

I am currently writing a research project on the effects of over the counter medicine in comparison to traditional Chinese treatments for cough (usually in the form of herbs). Many of the research articles I've found so far are more focused on the effects of cough medicine in the general population and your research introduces a different approach to treatment. I would love to learn more about the findings of herbal cough treatments

Requested by Navaira, a student at Bard College, 1 week ago

Meta-analysis and computer-mediated communication

In progress - join and share the request

Reading this article will aid in the understanding of computer technology and communication for an academic college paper



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“I needed a refresher on measures of validity ... Because the article was easily available through DASH, I saved much time and effort!”

Research Manager



What is DASH?

A central, open-access repository of research by members of the Harvard community.

 [Deposit Your Work](#)

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1) When your draft is complete and ready for submission

2) When your article is accepted for publication

3) When your paper is published

KEEP YOUR WORK REF ELIGIBLE

Make journal articles and conference proceedings Open Access on acceptance



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FGCU Library



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<http://bit.ly/2x6GGb4>

<http://bit.ly/2QILcLr>



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But also every conversation you have advocating for your repository and open access is advocacy.

Messaging

- Who is the right messenger?
- What is the right message?
- What is the right venue to communicate it?
- When is the right time to do it?



Life is sharing

Find champions

- Powerful voices and stories
- Impactful experiences / success stories
- Don't have one yet?

Use examples from similar universities!

Timing



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Tell a story.

Design campaigns based on
interpersonal communication.

Messaging Exercise (5 minutes)

- Hook your target audience
- Use positive framing
- Provide the IR as a solution to enable
- Action-oriented
- Tell a story!

Group Breakout (20 minutes)

- Brainstorm a campaign, event, or action to promote an/your institutional repository.
 - What will be advocating for?
 - Who is your audience?
 - What is your message?
 - Outline an advocacy activity or material

Group Discussion

Individual Action Plan (8 minutes)

Final share out

YOU'LL BE A GREAT

ADVOCATE